

## SYSTEM AND METHOD OF MANAGING WEB CONTENT

### Abstract of the Disclosure

Systems and methods provide one or more automated tools for controlling web site deployment and governing content update. Such tools ensure a consistent look-and-feel for a deployed web site, accurate content, and web site referential integrity. A web content engine advantageously manages a wide variety of web site components which are building blocks of a web site. The web content engine also manages information about relationships among the various components. In addition, the web content engine may also associate one or more workflow processes with individual components and with groups of components. A workflow process may automatically be executed when associated web content is created, modified, deleted, or the like. The web content engine may also include a deployment service that ensures that newly created or modified components are deployed in a manner that maintains the consistency or referential integrity of a web site.

PATENT

H:\DOCS\TMC\TMC-1595.DOC  
010504